

Tess Talk!

Saturdays 11am to 12 pm
on WTIS 1110 AM Inspiration Radio

Join the Conversation

A Weekly Radio Production of:

Inspiration 
AM 1110

YOUR NEIGHBORHOOD
INSPIRATION STATION AM 1110
Since 1976



Phone: 813-843-6279
Fax: 813-814-7746
www.DynamicCommunicationStrategies.com
info@DynamicCommunicationStrategies.com

Tess Talk! is a dynamic new radio show featuring Certified True Colors Facilitator, Motivational Speaker, Philanthropist, and Entrepreneur, Tess Crowder.

Each show will feature inspirational and uplifting segments that will motivate and inspire listeners to reach their full potential in their interpersonal and professional lives. In addition to inspiring listeners to make the most of every opportunity in their lives, Tess will have guests each week who are doing great things in our community and all around the nation. Her purpose is to create a place where listeners can go to hear “good news” and be inspired to make a difference in their own corner of the world each week.



Unique and innovative, each show is live realtime captioned every week to make it fully accessible to the Deaf and Hard-of-Hearing communities. This opens up demographics to not only the region, but the entire country, and around the world. Additionally, episodes are archived for easy sharing and availability

globally. Tess' passion for people in the Deaf and Hard-of-Hearing communities stems from her work as a Certified Realtime Captioner. Breaking down barriers, advocating for inclusion, and promoting awareness of the needs of individuals living with hearing loss has become some of her most important work. Her service and connections within the industry of hearing assistive technology and hearing loss communities are vast and wide, including many local Hearing Loss Association of America chapters, Association of Late-Deafened Adults, Sertoma, Children's Tumor Foundation, and other state and national organizations.

Tess Talk! will launch April 2, 2016 with realtime online captioning, and publicity outlets in the form of various local and national hearing loss advocacy and professional organizations. Local media personalities, business owners, and professionals have been invited to tune in and be among the first to experience the imaginative, original formatting and topic matter Tess will introduce.

Sponsorship Opportunities:

- \$300 for 4 weeks
 - \$650 for 13 Weeks
 - \$1200 for 26 Weeks
 - \$2200 for 52 Weeks
 - 1 60 second spot per show included
 - (\$50 for every add'l 60 second spot)
 - 1 live interview per 13 weeks session
- For more information about advertising or sponsorship options, please email info@DynamicCommunicationStrategies.com

Through internet and Realtime CART Captioning, Tess Talk! can cover the WORLD!



Bringing out the best in people:

- “...compassionate and caring and always looking for ways to make everyone feel included...”
- “...interesting and creative...an active listener who listens with her heart...”
- “[Tess’ workshop] was by far one of the best...This was fun, accurate, and leads to so many other discussions. This was a great event.”
- “Usually, I feel bad about the negative aspects of my personality, but [Tess] helped me to see my strengths and put even my weaknesses in a positive light!”

ABOUT US

“WTIS is the oldest Christian station in the Tampa Bay area celebrating 39 years in that format in 2015.”

HISTORY

Inspiration AM 1110 WTIS was first FCC-licensed as WALT in 1946. Its clear channel signal of 10,000 watts was Tampa Bay's first Top 40s station, ranking number one in Tampa in 1958 with a format change in 1965. Beginning in 1970, WALT 1110 AM became the AM counterpart to the legendary WQYK FM in Tampa booming its top-rated country programming to 8 counties in the Tampa Bay area.

The station underwent a format change in 1976 by its local owners to its current focus on faith, families, and freedom in the Christian perspective. WTIS is celebrating 70 years on air in 2016 as your neighborhood inspiration station is known by its large faithful audience who have tuned in to talk faith, family, and freedom issues with its local and national program hosts

WHO WE ARE

Our programming offers our community of Tampa Bay families information and empowerment to address matters affecting their spiritual, emotional, physical, and financial health. We are innovators in the Christian lifestyle format, both live and local.

WTIS is a powerful 10,000 watt day-time signal. Our signal that covers Hillsborough, Pasco, Polk, Pinellas, Manatee, and Hardee counties gathers the community of loyal listeners both on air and online at www.wtis1110.com where our programs stream live and archive there as well.

In January 2015, we celebrated 69 years on air and 39 years of Christian lifestyle!



Whether you have used radio before or you are now ready to take the first step, WTIS offers long form programming, short form features, and commercial advertising produced in our cutting edge studios with the ability to take live calls. We invite you to let the WTIS team show you how we can help your message touch hearts and reach a receptive loyal local audience.

DEMOGRAPHICS

LISTENER PROFILES

Those of Christian lifestyle and seekers both listen to radio with a spiritual message and are family oriented. They tend to drive larger vehicles, buy more food and clothes, and travel frequently.

This format has more female listeners than any other radio format. There is a considerable audience in the 25-54 age group and over 80% of listeners are married and have children.

ATTENTION

Those who listen to radio that airs a spiritual message and talk programs pay closer attention and listen longer to the on-air message than any other radio format.

LISTENER LOYALTY

Advertising on a radio format that includes spiritual programming and talk programs is known for its unusually high results. The reason is the loyalty of the WTIS listening audience.

WHO LISTENS TO CHRISTIAN RADIO?

Did you know that there are over 1,300 Christian Radio stations in America? In the latter part of the 1980's, and continuing today, Christian Radio is the fastest growing radio format in the United States. More Christian format stations went on the air than Rock and Roll or Country Music!

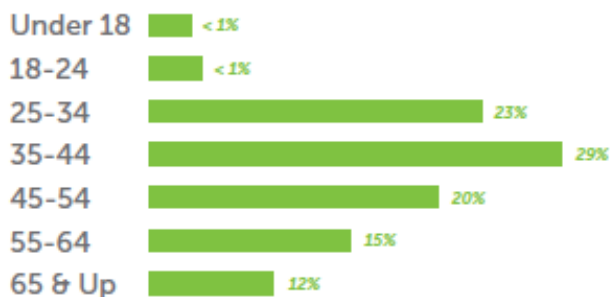
YOUR COMMERCIAL

An amazing 95% of drivers are listening to their car radios. In fact, Tampa Bay's busy roads sets the stage for the average listener spending over three hours each day to radio. Your message on Inspiration AM 1110 is heard on WTIS' powerful 10,000 watt signal throughout the Tampa Bay listening area.

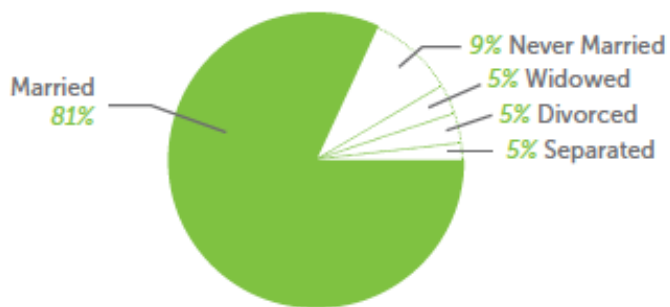


LISTENER PROFILE

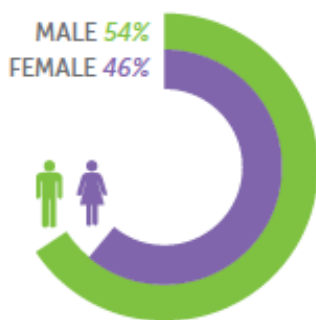
LISTENER AGE RANGE



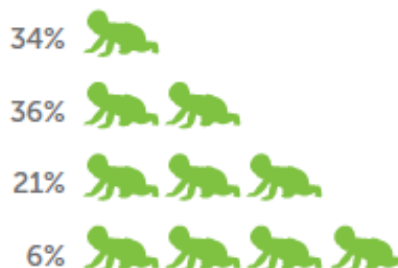
LISTENER MARITAL STATUS



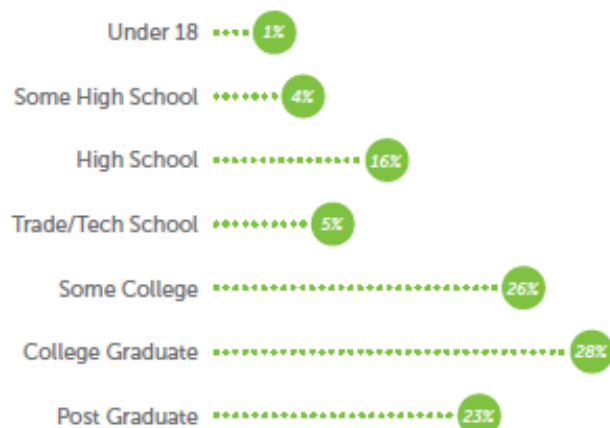
LISTENER GENDER DISTRIBUTION



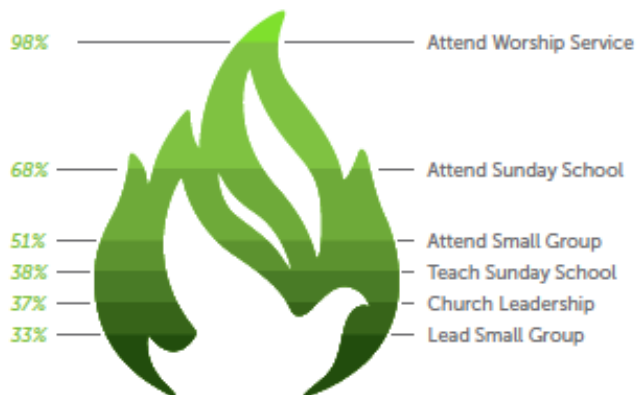
LISTENERS WITH CHILDREN



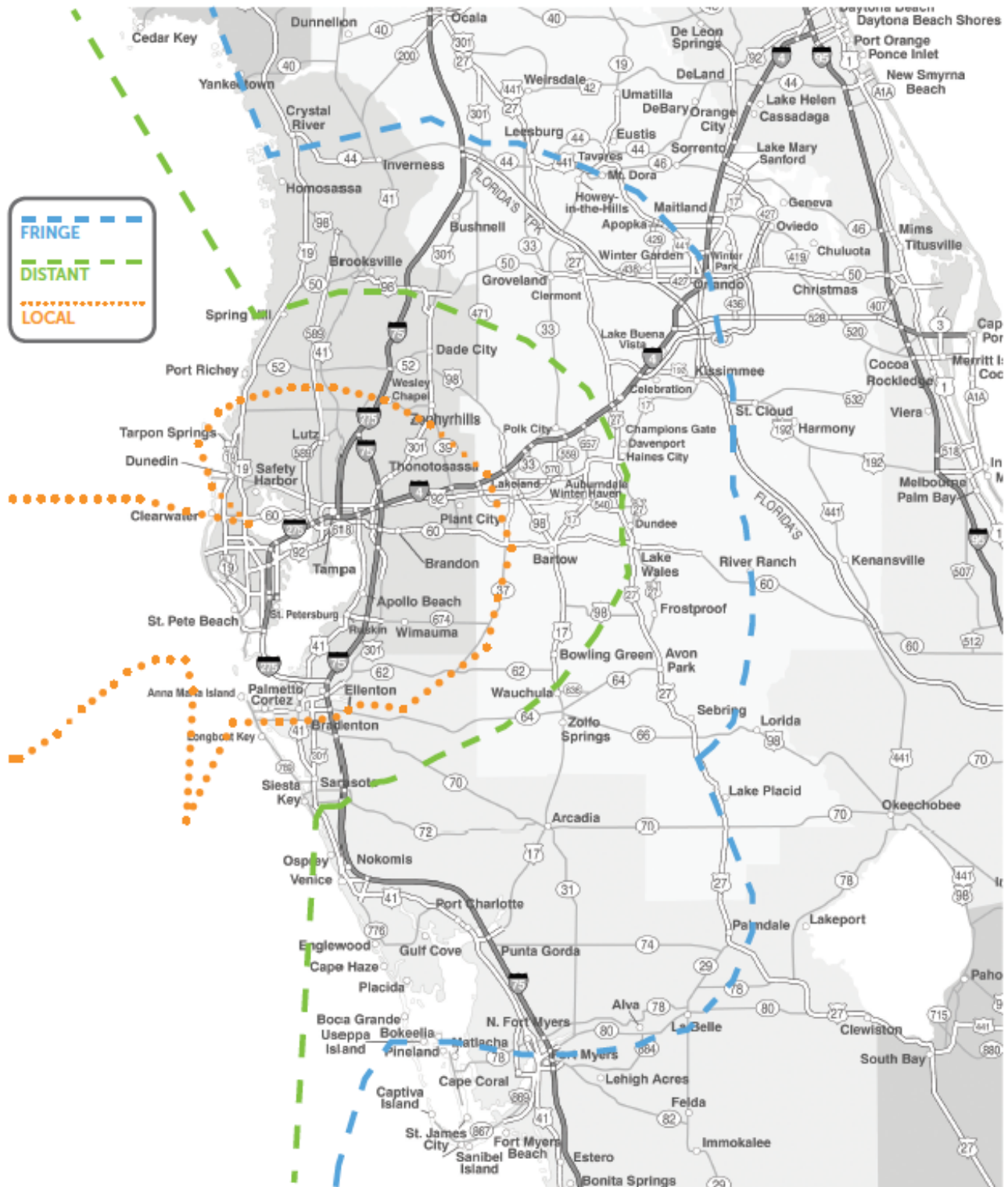
LISTENER EDUCATION LEVELS



LISTENER CHURCH ACTIVITY



COVERAGE AREA



TESTIMONIALS



DEBRA EVANS, *Real Women Doing Real Life*

Mondays at 11:30am on WTIS AM 1110

"Right away, the very first week I was on the air at WTIS, the phone started to ring and I have been averaging ten more women a week coming to my weekly service. WTIS is reaching the body of Christ!"



DR. TRACIE LEONHARDT, *Peaks of Health Metabolic Medical Center*

Wednesdays at 11:30am on WTIS AM 1110

"WTIS has helped me build my practice over the past year and I submitted my interviews with Pete O'Shea to the Dr. Oz television show and now I am a preferred provider and an on-air contributor to that national television show. WTIS is a great way for me to get new patients and educate the public about the cutting edge type of medicine that I practice."



JASON WHITE, *His Call*

Mondays at 11:15am on WTIS AM 1110

"I am starting a new ministry. It is growing much faster than I expected because of my weekly involvement with WTIS. I can reach more people than I ever thought was possible."



DR. CHRIS HOOD, *Hood Family Chiropractic – Original Health*

Tuesdays at 11:30am on WTIS AM 1110

"I absolutely love WTIS. It is the perfect media outlet for my concept, Original Health. My passion is to get people back to the original health that God designed for their bodies and WTIS helps me do that in a big way."



PASTOR TIM KELLEY, *Grace Connection Church*

"For the past 20 years, Grace Connection Church has built its congregation from Grace Thoughts heard every weekday morning on Inspiration AM 1110 Tampa. Thank you."

